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Network News

A News Update For **Nintendo** Servicers

How to Build a Relationship with Personnel at Local Retail Locations

By Bruce Sank

Building rapport with local retailers is an important marketing strategy in developing long term business opportunities. Pressure to decrease product return rates has caused retailers to stop the acceptance of returns - no questions asked. There has never been a better time to increase your contact with your area retailers to make them aware of the array of services your company has to offer.

Nintendo has made tremendous progress in reducing return rates. Nintendo has experienced an 85% drop in returns. There also has been an increased tendency to repair the product instead of using an over-the-counter exchange by the retailer. Clearly, with this combination, someone needs to be repairing a significant amount of product.

When calling on retailers, you should present yourself as a business partner, instead of a salesman just trying to make a sale. With this strategy in mind, use a presentation kit to show how you can help and describe the services your company can provide. Communicate clearly and promote a professional image by reviewing your service guarantee and providing a list of your factory authorizations to three key staff members at the retailer: the Store Manager, the Claims Associate, and the Service Manager of the Customer Service Desk. Then, leave a supply of business cards and/or tear off pads which the store can give to their customers with a product in need of repair.

Provide the retailer with a supply of "Busted System" brochures (part #28881) with a brochure holder for counter top display. On the back of each brochure there is an area designated for your company's name, address, and telephone number. Nintendo® can pre-stamp this information on your brochures at no charge. Be sure to request this free service when placing your parts order with Nintendo.

Building a business relationship with retailers requires a long term commitment. You should find reasons to periodically meet with them so that you can maintain a constant presence with your retail customers.

Don't forget, Nintendo will reimburse you 50% of the actual costs incurred on all pre-approved advertising materials up to a total of $1,000.00 per service center location for each fiscal year. This is a great way to offset the cost of a professional presentation kit including business cards, custom brochures, etc. Please review the *Advertising & Promotions Manual* for further details or contact the Field Service Promotions Coordinator.

New Style SNES

By Dean O'Connor

Nintendo released the new style Super NES® in October 1997. This is a smaller version of the original Super NES. There are some differences that our servicers should know about which will help with troubleshooting when a customer has a problem with the system. The new style Super NES does not have an RF port on the back (A/V port only). Customers who want to use the RF switch can purchase the RF Modulator and this will allow for an RF hook up. This system is not compatible with the S-VHS cables.

The Power Swap^{SM} procedure for these units will be the same as the Game Boy® pocket and Game Boy® Play It Loud™ series, strictly a whole unit swap. Just fax in the order and Nintendo will ship the system via UPSBLUE (2nd day air at our expense) to either the servicer or the customer.

Faxes and Bulletins to "Keep you in the Game"

By Luther Smith

Nintendo is experiencing a period of growth and with that comes many changes and new business opportunities for Nintendo's Authorized Repair Center℠ Network. We have added many new products from the Nintendo® 64 to 8 new colors of Game Boy pockets and even a new reduced size Super NES. We have sent, and will continue to send, faxes and bulletins to keep you up to date on all of the newest Service Bulletins, service and retail opportunities and any procedural changes. It is extremely important that you read these updates and file them in the "Procedures" section of your Authorized Repair Center Guidelines Manual. This will allow you to give our mutual customers the best possible service. So remember, our faxes and bulletins are designed to immediately give you the most up-to-date information, and "Keeps You in the Game".

WELCOME NEW SERVICERS:

By Michael Hughes

Duran Service, Towson, MD (2-98)
McNichols Electric Service, Detroit, MI (2-98)
New Haven Appliance, Hamden, CT (2-98)
Turnpike Appliance of Huntington, Commack, NY (2-98)
Authorized Service of Orlando, Inc., Orlando, FL (1-98)
Southern Electronic Company, Orlando, FL (1-98)
Hoppe's Authorized Vacuum & Appliance, Inc., Vero Beach, FL (11-97)
The Repair Group, North Hollywood, CA (11-97)
H & S Service, Cincinnati, OH (10-97)
Fort Worth Shaver and Appliance, Fort Worth, TX (9-97)

Nintendo wishes to extend a warm welcome to our newest group of service professionals. They join the rest of our growing list of Nintendo Authorized Repair Centers across the country. Our service professionals can be found from Alaska to Puerto Rico and Vermont to Guam. Nintendo players can rest assured that should they have repair needs, no matter where they reside, there is a Nintendo Authorized Repair Center nearby to provide fast and professional assistance.

Nintendo Limited Edition Products

By Bob Sellers

The excitement is building at Nintendo as we approach the 10th anniversary of Game Boy. In celebration, Nintendo released a new Limited Edition "Ice Blue" Game Boy pocket on February 9th. However, as the word "LIMITED" suggests, they won't be around for long. Consequently, all Limited Edition products will be repaired only by Nintendo. They're not cost effective to repair in the field and parts are very limited.

Current limited editions:

- Gold-Tone Nintendo 64 Controller
- Gold-Tone Game Boy pocket
- Ice Blue Game Boy pocket

Since these products are produced in very limited quantities, they are available for direct factory repair only. Please call the Nintendo Consumer Service Hotline at 800-255-3700 to set up a Return Authorization (RA) on behalf of the customer.

RETURNING CORE CREDIT ITEMS

The Return Authorization (RA) Number must be written on the outside of the shipping container under Nintendo's mailing address. Example below:

Nintendo of America Inc.
ATTN: Technical Service Department
4820 150th Avenue N.E.
Redmond, WA 98052-9732
RA - 1234

By following this additional step, our Receiving Department can quickly identify your returns and decrease the processing time of your returned core items.

If you have questions regarding this additional step, please contact your Field Service Administrator at 1-800-447-8373, between 6:00 a.m. and 5:00 p.m. Monday through Friday (Pacific Time).

Breaking News !!

Nintendo extends its warranty repair period to twelve-months on all new hardware products !

I encourage you to carefully read the following article along with the question and answer sections to familiarize yourself with our new policy. Please distribute this Newsletter to all of your employees so everyone, from the front desk to the accounting office, is aware of the changes. If you have questions or would like to provide feedback, please feel free to contact your respective Field Service Administrator at 1-800-447-8373, between 6:00 a.m. and 5:00 p.m. Monday through Friday (Pacific Time).

Now let's get into the details.

The Announcement...

On April 1, 1998, Nintendo is changing the original product repair warranty to one year (twelve-month) coverage on all **hardware units** purchased in both the US and Canada. All items included in a Nintendo hardware system at the time of purchase are covered by this warranty. The warranty will be retroactive to all hardware systems purchased since April 1, 1997. This warranty will be honored at Nintendo of America Inc. and at our Authorized Repair Centers™ across the US.

Game Paks*, additional controllers and all other accessory items not sold with hardware systems, will continue to receive a 90-day (three-month) warranty. Retailer refund or exchanges for hardware units purchased within the first 90 days will remain unchanged.

Effective February 16, 1998, Nintendo began providing twelve-month warranty coverage to our mutual customers. Warranty text in US product manuals will be updated to reflect the new twelve-month warranty repair period and should start appearing in systems being shipped around April 1, 1998.

Increased Nintendo Repair Volume...

Our shift in warranty policy will cause very few changes in the way we handle our warranty repairs. We have tried to work through all the different scenarios, and hope you will find most of your questions answered in the next few pages. **So get ready for an increase in your Nintendo repair volume!**

Procedures...

Nintendo of America Inc. now offers twelve-month warranty coverage on all Hardware System configurations (including packaged accessories.) However, we will continue to follow our standard 90 day (three-month) warranty for all accessories and game paks* purchased separately.

Determine Warranty Coverage

Obtain warranty verification prior to any warranty Power Swap exchange or repair.

- **System Hardware & Accessories**
  - The serial number on the hardware unit, i.e., Control Deck®, Game Boy®, etc., is used to determine warranty coverage for system hardware and all accessories originally packaged with the system.
  - Call 1-800-255-3788, the automated Voice Response Unit (VRU), and follow the directions to obtain warranty verification.
  - If the hardware is not registered with Nintendo, or is outside the warranty period, the unit and originally packaged accessories are generally not covered under warranty, unless the customer can supply a valid sales receipt confirming the original purchase date.
  - Call your Field Service Administrator at 1-800-447-8373 to register the unit for the customer if a valid sales receipt is supplied.

- **System Components Purchased Separately from Systems** (Controller, AC Adapter, RF Switch, and A/V Cables: three-month warranty)
  - Obtain the customer's sales receipt confirming the original purchase was made within the past three months (90 days).
  - Attach a legible copy of the sales receipt to the original claim form to be submitted to Nintendo.

If the customer's hardware unit is registered at Nintendo and is covered under warranty, the warranty repair procedures will be same as with our former six-month warranty. All items included in the original hardware configuration fall under the new twelve-month warranty (i.e., Control Deck®, AC Adapter, RF Switch and A/V Cables). To receive the twelve-month warranty on accessories included with the original hardware system (i.e., Controller(s), AC Adapter, RF Switch and A/V Cables), the customer's unit must be registered at Nintendo. If the customer's unit is not registered, they must supply a valid sales receipt for the hardware system. All additional accessories (i.e., colored controllers) and game paks* are excluded from the twelve-month warranty even if they were purchased at the same time as the original hardware configuration. These accessories and game paks* are still covered under the original 90 day (three-month) warranty.

** Direct factory repair only*

Questions, what Questions?

Q. ***Why is Nintendo changing the warranty period to twelve months?***

A. As the video game industry is maturing, so is

Nintendo's commitment to its customers. Nintendo has always produced the highest quality products, and we would like to prove to our customers that we are committed to this quality.

Q. ***Why is Nintendo changing the twelve-month warranty on April 1, 1998, but starting to cover products under this warranty by February 16, 1998?***

A. We are making the new warranty coverage retroactive to any systems purchased after April 1, 1997. Many customers, who purchased their Nintendo system last year, are presently outside the original warranty period (six-months). These customers would (for good reason) get very upset if they had to pay for an internal product failure now and then hear on April 1, 1998 that the warranty period was extended. For this reason we would like to implement the new warranty coverage as quickly as possible. If you presently have repairs at your Repair Center that fall under the parameters of our new warranty, please process them as warranty claims regardless of when they arrived. Please call 1-800-447-8373 and ask your Field Service Administrator for assistance.

Q. ***How do we deal with customers complaining that they bought their system after April 1, 1997, but when they had their system repaired in December, they were charged for this repair?***

A. If the repair was performed at a Nintendo Authorized Repair Center™, and the customer has the repair receipt, please ask the customer to call the Nintendo Field Service Department at 1-800-447-8373.

Q. ***How will this new policy affect the Authorized Repair Centers own 90 day repair guarantee?***

A. It will not affect the servicer's repair guarantee. The service guarantee will remain at 90 days. Depending on the purchase date of the product, the twelve-month sales warranty may supersede the Repair Center guarantee. For example, if a Game Boy® is repaired seven months after it was purchased, the servicer's guarantee would be 90 days, however, the customer still has five months remaining on the original sales warranty.

Q. ***What items are covered under the twelve-month warranty?***

A. <u>All Nintendo hardware systems are covered.</u> Also covered under this warranty are all items included with the original system (i.e., one gray controller, the AC Adapter and the A/V Cables for the N64®).

Q. ***If a customer brings in a controller along with a N64® system, but it is a colored controller, is this controller covered under the N64® system warranty?***

A. No. The colored controller is considered an accessory item (90 day warranty). Only one gray controller is covered under the system's twelve-month warranty.

Q. ***Are all gray controllers automatically covered under the twelve-month system warranty?***

A. No. Only one gray controller may be covered under the system's warranty if it is brought in with the system, and if the customer's unit is registered at Nintendo or has the original system sales receipt.

We are very excited about our new warranty coverage and believe it will be a great benefit to our customers and to you, our service partners. We have tried to supply you with all of the relevant details, but may not have answered all of your questions. Therefore, we encourage you to call us at 1-800-447-8373. We'd be happy to answer any additional questions, or address any other concerns you may have.

Thank you for the great support you provide and for keeping our mutual customers smiling and in the game!

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